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ADVERTISING AND MEDIA RESEARCH

Competition as a Moderator of the Effect of Advertising on Sales, HUBERT GATIGNON, November, 387.

The author investigates the impact of competition on the sales response function. In particular, the influence of advertising on consumers' price sensitivity (elasticity) is explored. Two opposing schools of thought, information theory and market power theory, explain how advertising changes consumer price elasticity. These two theories provide conflicting predictions of the direction of change in price sensitivity. The author proposes and estimates a model specifying conditions under which one of the two theories would apply. The impact of advertising on other parameters of the sales response function also is examined. The crucial determinant of the sign of these coefficients is competitive reactivity. An operational definition of this construct is proposed, and the hypotheses are tested empirically by an analysis of airline industry data.

Detecting and Explaining Vividness Effects in Attitudinal Judgments, JOLITA KISIELIUS and BRIAN STERNTHAL, February, 54.

A common belief among marketing practitioners is that increasing the vividness of a message enhances its persuasiveness. This belief has received support in experimental investigations, but vividness also has been found to undermine persuasion or to have no effect. The authors extend a current view of memory operation to predict when and how vividness will affect persuasion. According to this view, the favorableness of available information determines the persuasive effect of vividness. This assertion is tested and supported in a series of experiments. The findings are discussed in terms of strategies for controlling vividness effects.

How Advertising Affects Sales: Meta-Analysis of Econometric Results, GERT ASSMUS, JOHN U. FARLEY, and DONALD R. LEHMANN, February, 65.

The authors attempt to assess what has been learned from econometric models about the effect of advertising on sales. Short-term and long-term advertising response as well as model fit are analyzed for 128 econometric models involving the impact of advertising on sales. The approach, a form of meta-analysis called "replication analysis," treats the studies as imperfect experimental replications and uses ANOVA to identify sources of systematic variation. For short-term advertising elasticities, systematic variability is found related to model specification, estimation, measurement, product type, and setting of study. For advertising carryover and model goodness of fit, the "quasi-experimental design" is so imperfect that a high degree of sharing of explained variance among explanatory factors makes it difficult to identify the impact of a particular factor. Because the studies mostly address mature products in the U.S., suggestions are made for research needs crucial to better understanding of how advertising affects sales.

Measurement Issues in Time-Series Research: Reliability and Validity Assessment in Modeling the Macroeconomic Effects of Advertising, NICHOLAS M. DIDOW, JR. and GEORGE R. FRANKE, February, 12.

See "Measurement"

Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect, ALBERT C. BEMMAOR, August, 298.

Threshold effect of advertising has received wide attention in the marketing literature, but little formal representation of this phenomenon has been developed. On the basis of monthly time-series and cross-sectional data, the author tests for the existence of a threshold effect in a consumer good market. Alternative models are developed and estimated. A switching regression model which assumes a concave function to a cutoff point seems consistent with the evidence. The cutoff point below which advertising has little effect is estimated and the shift of advertising elasticity is assessed. The re-

*Abbreviations: c.a., computer abstract; m., measurement section; n., research note; r., book review.

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sults show that advertising elasticity increases above the cutoff level, price elasticity is larger for heavily advertised premium brands than for less advertised low-price brands, and a minimum threshold level on advertising share is consistent with the theory.

The Dirichlet Multinomial Distribution as a Magazine Exposure Model, JOHN D. LECKENBY and SHIZUE KISHI, February, 100.

The authors examine methods by which the Dirichlet multinominal distribution (DMD) can be parameterized in the modeling of magazine media exposure distributions. The performance of alternative methods of parameter estimation of the DMD is compared with that of three other exposure distribution models. Performance is assessed in terms of accuracy of predicted versus observed distributions on 515 tabulated schedules derived from 1979 SMRB data. Results show the DMD is superior in performance to all other models tested, including the popular beta binomial distribution (BBD).

The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules, ROLAND T. RUST and ROBERT P. LEONE, February, 89.

Increasing awareness of the qualitative differences between television and magazine advertisements and the resulting inference that a response to a television ad is much different from a response to a magazine ad suggest the appropriateness of a model which jointly evaluates an advertising schedule including both television and magazines. The mixed-media Dirichlet multinomial distribution model proposed estimates the joint frequency distribution of exposure of such a mixed-media advertising schedule and evaluates response under a variety of alternative theoretical assumptions. An empirical test is performed to evaluate the accuracy of the model, and the model's performance is compared with that of models with different theoretical assumptions. The results have important implications for media planning, with a strong case being made for coordinated planning of the television and magazine advertising schedules.

Viewer Recall of Television Commercials: Prediction from the Propositional Structure of Commercial Scripts, ESTHER THORSON and RITA SNYDER, May, 127.

The authors investigate a model for using what is said in a television commercial to predict what viewers recall of it. The psycholinguistically based ad language model (ALM) was applied to analysis of the propositional structure of 19 commercial scripts and 941 associated viewer recall protocols. The protocols came from either day-after telephone interviews by market research agencies or immediate free recall after forced exposure. Stepwise regressions with ALM script measures as predictors accounted for significant portions of the variance in ALM measures of how many ideas viewers would generate when recalling, how much information about execution and product characteristics they would recall, and their use of brand name and descriptive words. ALM script measures also predicted the day-after recall scores available for 16 of the commercials. Linking of the propositional structures of commercials with their recall leads to an improved foundation for use of recall in the evaluation of advertising messages.

ATTITUDE THEORY RESEARCH

Detecting and Explaining Vividness Effects in Attitudinal Judgments, JOLITA KISIELIUS and BRIAN STERNTHAL, February, 54.

See "Advertising and Media Research"

Position Bias in Multiple-Choice Questions, NIELS J. BLUNCH, May, 216.

The author argues that rotation of answer alternatives in multiple-choice questions does not eliminate position bias—i.e., bias caused by respondents' tendency to opt for alternatives in certain positions (e.g., the first few mentioned) regardless of their content. Researchers seem to have overlooked this conclusion, possibly because they have approached the problem as a purely manifest phenomenon without reference to a statistical model of the data-generating process. The study of such models and their application to empirical data also reveals that position bias (1) is not necessarily disclosed by rotation, (2) is often much more important than sampling error, and (3) precludes usual estimation of the parameters of the data-generating process. These findings also have implications for nonverbal stimuli and raise questions about efforts to handle position-biased experimental data when the response variable is only nominally scaled.

BRAND CHOICE

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May, 155.

Over the past few years hybrid models for conjoint analysis have been developed to reduce data collection effort and time. Hybrid models combine features of self-explicated utility measurement with more traditional conjoint analysis. A classification of hybrid models is presented, followed by a review of their comparative performance in cross-validation tests. Though hybrid models represent an attempt to cope with an important practical problem in industry applications of conjoint techniques, these models entail a number of untested assumptions requiring further theoretical analysis and empirical research. Suggestions are offered on future studies that are essential before the role of hybrid models in conjoint methods can be evaluated properly.

Patterns of Store Choice, KAU AH KENG and A. S. C. EHRENBERG, November, 399.

See "Buyer Behavior"

Predicting Choice Shares Under Conditions of Brand Interdependence, WAGNER A. KAMAKURA and RAJENDRA K. SRIVASTAVA, November, 420.

The authors discuss some shortcomings of probabilistic choice models which do not capture product interdependencies. When substitutional relationships are present in the marketplace, these models may lead to biased estimates for choice/market shares. A probabilistic choice model which accounts for the interdependence among choice alternatives is proposed. This model uses parsimonious parameterization and relies on parameters which are not related to specific alternatives in the choice set. The model is compared with two other probabilistic choice models in terms of goodness of fit and predictive ability.

Temporal Variety in Consumer Behavior, EDGAR PESSEMIER and MOSHE HANDELSMAN, November, 435.

See "Buyer Behavior"

The Use of Linear Logit Models in Marketing Research, NARESH K. MALHOTRA, February, 20.

See "Regression and Other Statistical Techniques"

BUYER BEHAVIOR

Detecting and Explaining Vividness Effects in Attitudinal Judgments, JOLITA KISIELIUS and BRIAN STERNTHAL, February, 54.

See "Advertising and Media Research"

Patterns of Store Choice, KAU AH KENG and A. S. C. EHRENBERG, November, 399.

Consumers show low store loyalty and little or no segmentation between different chains or store groups when buying a grocery product in the United Kingdom. Store penetration, repeat buying of the product at the same store group, and multistore buying all

follow the same theoretical patterns as have been established previously for brands. Store choice is like brand choice. Loyalty to a specific brand within a particular chain is also low. Over time, people spread their purchases of the product extensively to other brands and other chains directly in line with market shares.

Temporal Variety in Consumer Behavior, EDGAR PESSEMIER and MOSHE HANDELSMAN, November, 435.

A measure of temporal variety is developed and is used as a dependent variable in an investigation of the variability in individual purchases from three product classes. Predictor variables are used to characterize individuals who exhibit higher versus lower levels of purchase variability and to classify a holdout sample.

CHANNELS OF DISTRIBUTION

An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel, GEORGE JOHN, August, 278.

The author examines the determinants of opportunistic behavior in an interfirm relationship. Data from a franchise setting are examined for the effects of interorganizational structure and interfirm influence on attitudes and opportunistic behavior. The results indicate that opportunism is affected by attitudes as well as such factors as interoganizational structure. Theoretical and managerial implications for the analysis of marketing channels are offered.

Multiple Business Goals Sets as Determinants of Marketing Channel Conflict: An Empirical Study, JEHOSHUA ELIASHBERG and DONALD A. MICHIE, February, 75.

This study integrates concepts and ideas from various disciplines to investigate and measure relationships between conflict and sets of multiple business goals in a channel of distribution. The relationships are examined empirically by means of a set of dyadic data. The results demonstrate the similarities and differences between channel members in their perceived conflict and in the role of business goals as a determinant of the conflict.

Patterns of Store Choice, KAU AH KENG and A. S. C. EHRENBERG, November, 399.

See "Buyer Behavior"

Reliability and Validity of Alternative Measures of Channel Member Satisfaction, ROBERT W. RUEKERT and GILBERT A. CHURCHILL, JR., May, 226.

The authors describe the development of multiple-item measures to capture the construct of channel member satisfaction. Two measures are developed that are found to have high levels of reliability and validity. In addition, the construct of channel member satisfaction is found to be multidimensional, involving satisfaction with products, financial considerations, social interaction, cooperative advertising programs, and other promotional assistances.

ECONOMETRIC MODELS

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May, 202.

The authors compare market share models differing in terms of functional form, estimation procedure, and level of parameterization. They evaluate the models by testing the accuracy of predicted shares as well as the validity of the estimated parameters. The tests indicate that valid parameter estimates and similar forecasts are obtained with linear, multiplicative, and attraction models. Better share forecasts generally are obtained from models with brand-specific parameterization and OLS estimation. Most of these conclusions are contrary to previous findings. Several implications for researchers are discussed.

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May, 194.

Linear and multiplicative market share models are compared with the attraction specification on the basis of both predictive and descriptive measures. The data used represent 15 brands in three different markets. The results show that linear and multiplicative models with brand-specific parameters estimated by OLS or GLS may perform as well as or better than the attraction specification. The failure of parameter restrictions and *ex-post* normalization to improve prediction power is explained in terms of the heterogeneity in the estimated parameters. This finding is consistent across brands and models and suggests that the hypothesis of equal response parameters across brands should be tested formally before such restrictions are imposed. The combined results suggest that the attraction model may have considerable intuitive appeal, but that its superiority for descriptive and predictive purposes is not yet established.

Estimation and Testing of a Dynamic Sales Response Model with Data Aggregated Over Time: Some Results for the Autogressive Current Effects Model, WILFRIED R. VANHONACKER, November, 445.

Using data aggregated over time, the author investigates the issues surrounding the estimation and testing of a sales response function where the dynamic response elements are confined to the random component of the model. This specification of a response function is elegant and helps circumvent some problems associated with models containing lagged sales terms. The estimation of such a model is theoretically straightforward. The study shows, however, that despite theoretical superiority, some estimators provide bad empirical values for dynamic response parameters; furthermore, the fact that the estimated parameter efficiency often is biased compromises the power of parameter significance tests. The author details the conditions under which the econometric results of such a model are interpretable and powerful, as well as the instances in which they should be evaluated carefully.

Measurement Issues in Time-Series Research: Reliability and Validity Assessment in Modeling the Macroeconomic Effects of Advertising, NICHOLAS M. DIDOW, JR. and GEORGE R. FRANKE, February, 12.

See "Measurement"

Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson, CLAES FORNELL and DAVID F. LARCKER, February, 113.

See "Regression and Other Statistical Techniques"

On Simulation Methods for Investigating Structural Modeling, FRANKLIN ACITO and RONALD D. ANDERSON, February, 107.

See "Regression and Other Statistical Techniques"

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May, 211.

The authors test Naert and Weverbergh's empirical finding that attraction-type specifications are characterized by a predictive power greater than that of their nonrobust counterparts. The empirical results, obtained by use of data on the German cigarette market, do not support the conclusions of Naert and Weverbergh.

Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities, DAVID J. REIBSTEIN and HUBERT GATIGNON, August, 259.

See "Pricing Research"

Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications, VIJAY

MAHAJAN, SUBHASH SHARMA, and YORAM WIND, August, 268.
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Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect, ALBERT C. BEMMAOR, August, 298.
See "Advertising and Media Research"

The Dirichlet Multinomial Distribution as a Magazine Exposure Model, JOHN D. LECKENBY and SHIZUE KISHI, February, 100.
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The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules, ROLAND T. RUST and ROBERT P. LEONE, February, 89.
See "Advertising and Media Research"

The Use of Linear Logit Models in Marketing Research, NARESH K. MALHOTRA, February, 20.
See "Regression and Other Statistical Techniques"

EXPERIMENT DESIGN

A Non-Experimental Investigation of Demand Artifacts in a Personal Selling Experiment, JEEN-SU LIM and JOHN O. SUMMERS, August, 251.
See "Salesforce Research"

Research Design Effects on the Reliability of Rating Scales: A Meta-Analysis, GILBERT A. CHURCHILL, JR. and J. PAUL PETER, November, 360.
See "Measurement"

FORECASTING

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May, 202.
See "Econometric Models"

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May, 194.
See "Econometric Models"

Management Judgment Forecasts, Composite Forecasting Models, and Conditional Efficiency, MARK M. MORIARTY and ARTHUR J. ADAMS, August, 239.
In an empirical study of sales forecasts, management judgment forecasts are compared with systematic forecasts (based on the Box-Jenkins ARIMA method). A composite sales forecasting model is developed which incorporates information from these different sources. In most cases forecast improvement apparently can be realized by combining multiple forecast inputs into a composite model. The concept of conditional efficiency then is introduced to evaluate the strength of an individual forecast input to the composite forecast. Upon finding the management judgment forecasts to be conditionally efficient on the basis of the composite model standard, the authors examine the management judgment forecasting task and environment in terms of the conditions which facilitate accurate management judgment predictions.

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May, 211.
See "Econometric Models"

Predicting Choice Shares Under Conditions of Brand Interdependence, WAGNER A. KAMAKURA and RAJENDRA K. SRIVASTAVA, November, 420.
See "Brand Choice"

Situational Factors Affecting Forecast Accuracy, STEVEN P. SCHNAARS, August, 290.
Forecasts generated by five popular extrapolations are compared with each other and with a random-walk model over nearly 1500 situations. Relative to the random walk, forecasting with extrapolations is most successful on nondurable goods and series that historically have exhibited stable patterns. The amount of data available for forecasting and the product class/product form typology are not found to be important factors in the selection of an extrapolation model.

INDUSTRIAL MARKETING

An Empirical Investigation of the Information Sources Used During the Industrial Buying Process, ROWLAND T. MORIARTY, JR. and ROBERT E. SPEKMAN, May, 137.
It is important for industrial marketers to gain a high degree of synergy among the various elements of their promotional mix. To that end, the authors investigate the sources of information sought by decision participants during the industrial buying process. They also examine those factors that help determine why certain information sources are used during the procurement decision-making process. The results suggest that industrial marketers should consider seriously the use of communications vehicles to supplement the traditional reliance on the industrial salesperson.

An Exploratory Investigation of the Structure of the Buying Center in the Metalworking Industry, GARY L. LILIEN and M. ANTHONY WONG, February, 1.
See "Organizational Buyer Behavior"

Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes, STEPHEN W. CLOPTON, February, 39.
See "Organizational Buyer Behavior"

INFORMATION PROCESSING

Viewer Recall of Television Commercials: Prediction from the Propositional Structure of Commercial Scripts, ESTHER THORSON and RITA SNYDER, May, 127.
See "Advertising and Media Research"

INTERNATIONAL MARKETING

Alternative Questionnaire Formats for Country Image Studies, EUGENE D. JAFFE and ISRAEL D. NEBENZAHL, November, 463.
See "Sampling and Survey Methods"

INTERVIEWING METHODS

Comment on a Standard Definition of Response Rates, FREDERICK WISEMAN and MARYANN BILLINGTON, August, 336.
See "Sampling and Survey Methods"

Promised Incentives in Media Research: A Look at Data Quality, Sample Representativeness, and Response Rate, EDWARD G. GOETZ, TOM R. TYLER, and FAY LOMAX COOK, May, 148.
The authors examine the effects of using promised incentives to increase respondent compliance in media research. The impact of promised incentives on data quality, sample representativeness, and response rate is studied. The use of promised incentives is found to increase response rates without lessening sample representativeness or response quality. In fact, the data suggest that incentives heighten response quality because they increase the attention respondents devote to the task for which they are being paid.

The Validity of Computer-Controlled Magnitude Scaling to Measure Emotional Impact of Stimuli, BRUNO NEIBECKER, August, 325.
See "Measurement"

MANAGEMENT OF MARKET RESEARCH

A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use, ROHIT DESHPANDE and GERALD ZALTMAN, February, 32.

Although much study has examined how and why consumers use information in making product choices, little work has been done on the use of market research information in product/service policy decisions. The authors report on the producer side of the market research dyad (market researchers' perceptions of the use of research) to complement an earlier *JMR* article on the manager side of the dyad. Findings indicate that although both managers and researchers are very satisfied with the end product, they differ widely on the factors they believe to be most important in making research useful.

Effects of Organizational Structure of Marketing Planning on Credibility and Utilization of Plan Output, GEORGE JOHN and JOHN MARTIN, May, 170.

See "Strategy and Planning"

Ethical Problems of Marketing Researchers, SHELBY D. HUNT, LAWRENCE B. CHONKO, and JAMES B. WILCOX, August, 309.

See "Research Ethics"

MARKETING INFORMATION SYSTEMS

A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use, ROHIT DESHPANDE and GERALD ZALTMAN, February, 32.

See "Management of Market Research"

MEASUREMENT

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May, 202.

See "Econometric Models"

A Non-Experimental Investigation of Demand Artifacts in a Personal Selling Experiment, JEEN-SU LIM and JOHN O. SUMMERS, August, 251.

See "Salesforce Research"

A Psychometric Assessment of a Measure of Sales Representatives' Power Perceptions, JAMES M. COMER, May, 221.

Using Busch's single-item power scales as a point of reference, the author examines the quality of Holzbach's multi-item attributed power index. The Holzbach scale is found to represent an improvement in the measurement of power base utilization in sales manager-sales representative relationships.

Analyzing Marketing Research Data with Association Models, LAWRENCE F. FEICK, November, 376.

See "Regression and Other Statistical Techniques"

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May, 194.

See "Econometric Models"

Estimation and Testing of a Dynamic Sales Response Model with Data Aggregated Over Time: Some Results for the Autoregressive Current Effects Model, WILFRIED R. VANHONACKER, November, 445.

See "Econometric Models"

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May, 155.

See "Brand Choice"

Measurement Issues in Time-Series Research: Reliability and Validity Assessment in Modeling the Macroeconomic Effects of Advertising, NICHOLAS M. DIDOW, JR. and GEORGE R. FRANKE, February, 12.

Most time-series research fails to consider measurement issues that are addressed regularly in cross-sectional research designs. However, to measure specified constructs in time-series research, scales may be developed whose reliability and validity may be assessed as rigorously as in cross-sectional research. The authors describe and illustrate a procedure for developing time-series measures using Box-Jenkins ARIMA modeling techniques in an investigation of the effects of national advertising on consumption.

Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson, CLAES FORNELL and DAVID F. LARCKER, February, 113.

See "Regression and Other Statistical Techniques"

On Simulation Methods for Investigating Structural Modeling, FRANKLIN ACITO and RONALD D. ANDERSON, February, 107.

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See "Brand Choice"

Reliability and Validity of Alternative Measures of Channel Member Satisfaction, ROBERT W. RUEKERT and GILBERT A. CHURCHILL, JR., May, 226.

See "Channels of Distribution"

Reliability and Validity of Conjoint Analysis and Self-Explicated Weights: A Comparison, THOMAS W. LEIGH, DAVID B. MacKAY, and JOHN O. SUMMERS, November, 456.

See "Scaling Methods"

Research Design Effects on the Reliability of Rating Scales: A Meta-Analysis, GILBERT A. CHURCHILL, JR. and J. PAUL PETER, November, 360.

This meta-analysis investigates the effects of research design on the reliability of rating scale measures used in marketing research. Three sets of independent variables—sampling characteristics, measure characteristics, and measure development processes—are investigated. The overall results suggest that measure characteristics have a major influence on obtained reliability estimates and that sampling characteristics and measure development processes have little impact. These results support measurement theory. The implications for measure development are discussed.

Temporal Variety in Consumer Behavior, EDGAR PESSEMIER and MOSHE HANDELSMAN, November, 435.

See "Buyer Behavior"

The Validity of Computer-Controlled Magnitude Scaling to Measure Emotional Impact of Stimuli, BRUNO NEIBECKER, August, 325.

A computer-controlled facility is tested which operationalizes magnitude scaling (psychophysics) directly over a CRT screen. The author reports experimental findings comparing magnitude scaling with rating scales as attitude measures of advertisements and erotic

pictures. Also, validity and reliability are examined by means of the structural equation approach. On the basis of the level of reliability and the degree of convergent/discriminant validity, magnitude scaling appears to be a valid and reliable alternative to rating scales.

NEW PRODUCT RESEARCH

Combining Tests of Significance in Test Marketing Research Experiments, SOLOMON DUTKA, February, 118.

One of the most frequently used experimental designs in test marketing research is for evaluating the effects of changes in marketing strategy or choosing between alternative strategies. Generally, several test markets are set up to reflect different marketing environments within which to test the new product or program. The author discusses a way to take advantage of all of the statistical information available from such test market experiments.

ORGANIZATIONAL BUYER BEHAVIOR

An Empirical Investigation of the Information Sources Used During the Industrial Buying Process, ROWLAND T. MORIARTY, JR. and ROBERT E. SPEKMAN, May, 137.

See "Industrial Marketing"

An Exploratory Investigation of the Structure of the Buying Center in the Metalworking Industry, GARY L. LILIEN and M. ANTHONY WONG, February, 1.

The results of an exploratory study of patterns of purchase influence in the metalworking industry are reported. The data set used was a representative sample of 2151 purchase influencers in the metalworking industry. Respondents reported their involvement or noninvolvement in each of seven phases of the purchasing decision process. The authors show the presence of identifiable patterns of reported involvement in the organizational buying process and suggest an approach for analyzing those patterns.

Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes, STEPHEN W. CLOPTON, February, 39.

The author posits and tests the effects of seller concession behavior, seller information, and buying firm monitoring of the buyer on the negotiation behavior and outcomes of industrial buyers. Practicing industrial buyers participated in an interactive negotiation experiment designed to test the hypothesized effects. The results indicate that the factors interact to affect the buyers' negotiation behavior and outcomes. The savings buyers obtain in negotiations are significantly affected by the behavior of the seller and the information the seller provides to the buyer. Buyers' negotiating behavior is influenced by the interaction of seller information and buying firm monitoring of buyer negotiating activity.

PRICING RESEARCH

Competition as a Moderator of the Effect of Advertising on Sales, HUBERT GATIGNON, November, 387.

See "Advertising and Media Research"

Notes on Aggregation Criteria in Market Segmentation, WILLIAM BLOZAN and PAUL PRABHAKER, August, 332.

See "Segmentation Research"

Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities, DAVID J. REIBSTEIN and HUBERT GATIGNON, August, 259.

The authors focus on the determination of optimal prices for products in a product line. Most firms offer more than a single brand, and ultimately are concerned with the overall results of the entire line. The most common approach for addressing this concern has been to model the sales response function and optimize the profit function separately by brand. A model is presented which solves for the optimal product line prices simultaneously. The method requires a model which includes cross-elasticity terms and an estimation method which allows for correlated disturbances (seemingly unrelated regression). This approach is compared with results from a model not including the cross-elasticity terms, and an estimation without correlated disturbances. Inferences for optimal prices from the proposed model indicate different results and potential errors in using the more naïve models. The authors provide a method for managers to use in evaluating the importance of critical parameters in their product line pricing decisions.

Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect, ALBERT C. BEMMAOR, August, 298.

See "Advertising and Media Research"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May, 202.

See "Econometric Models"

Analyzing Marketing Research Data with Association Models, LAWRENCE F. FEICK, November, 376.

The author demonstrates the usefulness of some association models for ordered cross-classifications. The models are applied to problems common in marketing research, including analyzing the association in tables, determining criteria for collapsing categories in tables, assigning category scores to cross-classified ordered variables, and deriving correlation coefficient estimates for cross-classifications. These methods are shown to be particularly useful when the variables are partially ordered, for example in cases in which the variables contain "don't know" responses.

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May, 194.

See "Econometric Models"

Combining Tests of Significance in Test Marketing Research Experiments, SOLOMON DUTKA, February, 118.

See "New Product Research"

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See "Forecasting"

Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson, CLAES FORNELL and DAVID F. LARCKER, February, 113.

Although simulations can be useful for illustrative purposes or for exploring the effects of sample size and population variance on model statistics, the analysis of nonstatistical issues in structural equations should not rely on simulations. Acito and Anderson's results can be derived analytically, without simulations. Moreover, because of differences in the definition of measurement and theory, their results have limited relevance to what was suggested in our original article. In this reply we discuss these issues, question the usefulness of Acito and Anderson's approach, and further clarify the basic proposition of our original article—that reliance on covariance fit as the sole criterion for theory testing may give the analyst an incomplete basis for evaluation.

On Simulation Methods for Investigating Structural Modeling, FRANKLIN ACITO and RONALD D. ANDERSON, February, 107.

The recent *JMR* article and comments by Fornell and Larcker and by Bagozzi on the evaluation of structural models are discussed. A series of simulations demonstrates that the response of the chi square statistic to changes in "theory" and "measurement" does not show the consistent pattern reported by Fornell and Larcker.

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May, 211.

See "Econometric Models"

Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications, VIJAY MAHAJAN, SUBHASH SHARMA, and YORAM WIND, August, 268.

In marketing models, the presence of aberrant response values or outliers in data can distort the parameter estimates or regression coefficients obtained by means of ordinary least squares. The authors demonstrate the potential usefulness of the robust regression analysis in treating influential response values in marketing data.

Removing Perceptual Distortions in Product Space Analysis, WILLIAM R. DILLON, NARENDRA MULANI, and DONALD G. FREDERICK, May, 184.

See "Scaling Methods"

Situational Factors Affecting Forecast Accuracy, STEVEN P. SCHNAARS, August, 290.

See "Forecasting"

The Use of Linear Logit Models in Marketing Research, NARESH K. MALHOTRA, February, 20.

The author discusses the use of the linear logit model in marketing research. A brief review of the linear logit model focuses on model formulation, estimation, evaluation, and inference procedures. Some of the underlying properties of the linear logit model which have not received due attention in marketing research are examined. Also presented are some recent developments in testing for independence of irrelevant alternatives, discrete choice models free of this assumption, modification to the standard logit model to account more adequately for specification errors, and logit estimation procedures in choice-based sampling. The author concludes by identifying several directions for future research in this area.

RESEARCH ETHICS

Ethical Problems of Marketing Researchers, SHELBY D. HUNT, LAWRENCE B. CHONKO, and JAMES B. WILCOX, August, 309.

Almost all studies on ethics in marketing research have focused on either delineating the responsibilities and obligations of researchers to respondents and clients or exploring whether various groups perceive certain marketing research practices to be ethical or unethical. The authors empirically examine four research questions: What are the major ethical problems of marketing researchers? To what extent do our professional codes of conduct address the major ethical problems of marketing researchers? How extensive are the ethical problems of marketing researchers? How effective are the actions of top management in reducing ethical problems of marketing researchers?

RETAILING AND WHOLESALING

An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel, GEORGE JOHN, August, 278.

See "Channels of Distribution"

SALESFORCE RESEARCH

A Non-Experimental Investigation of Demand Artifacts in a Personal Selling Experiment, JEEN-SU LIM and JOHN O. SUMMERS, August, 251.

The authors propose that non-experiments be a frequent component of laboratory investigations addressing personal selling. A comparison of the results of a replication of an earlier experiment with those of a parallel non-experiment suggests the need to establish greater experimental realism in buyer-seller interaction research.

A Psychometric Assessment of a Measure of Sales Representatives' Power Perceptions, JAMES M. COMER, May, 221.

See "Measurement"

Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes, STEPHEN W. CLOPTON, February, 39.

See "Organizational Buyer Behavior"

SAMPLING AND SURVEY METHODS

Alternative Questionnaire Formats for Country Image Studies, EUGENE D. JAFFE and ISRAEL D. NEBENZAHL, November, 463.

Two different questionnaire formats based on the semantic differential scale have been used in comparative image studies of countries. The authors test the reliability and validity of each format and find that though the two formats have nearly equal reliability, they are not equivalent. Country image studies that have different questionnaire formats may not be comparable, even if the scale items are the same.

Comment on a Standard Definition of Response Rates, FREDERICK WISEMAN and MARYANN BILLINGTON, August, 336.

The lack of a standard definition of response rates in surveys has resulted in problems in the marketing research community, including ambiguity in pricing and evaluating research proposals and in assessing the quality of data used in industry reports and journal articles. This comment highlights the work of an industry task force which has considered the implications of different definitions and proposed an industry standard.

Promised Incentives in Media Research: A Look at Data Quality, Sample Representativeness, and Response Rate, EDWARD G. GOETZ, TOM R. TYLER, and FAY LOMAX COOK, May, 148.

See "Interviewing Methods"

SCALING METHODS

Alternative Questionnaire Formats for Country Image Studies, EUGENE D. JAFFE and ISRAEL D. NEBENZAHL, November, 463.

See "Sampling and Survey Methods"

Analyzing Marketing Research Data with Association Models, LAWRENCE F. FEICK, November, 376.

See "Regression and Other Statistical Techniques"

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May, 155.
See "Brand Choice"

Position Bias in Multiple-Choice Questions, NIELS J. BLUNCH, May, 216.
See "Attitude Theory Research"

Reliability and Validity of Conjoint Analysis and Self-Explicated Weights: A Comparison, THOMAS W. LEIGH, DAVID B. MacKAY, and JOHN O. SUMMERS, November, 456.
Though the use of conjoint analysis has increased substantially in recent years, relatively little empirical evidence has been published on how its reliability and validity compares with that of alternative methodological approaches. The authors report the results of a study designed to compare the test-retest reliability and predictive validity of several alternative conjoint analysis techniques with that of self-explicated weights under the condition of all attributes being dichotomous. The findings fail to demonstrate greater reliability and validity for the conjoint analysis techniques considered.

Removing Perceptual Distortions in Product Space Analysis, WILLIAM R. DILLON, NARENDRA MULANI, and DONALD G. FREDERICK, May, 184.
Removing distortion in perceptual judgments has been the subject of several recent research studies. The authors examine the issue of identifying and removing perceptual distortions in product space analysis. The purpose of the article is to show how a simple data transformation can purge the influence of the common general factor which typically surfaces when compositional approaches to building product spaces are employed. The method, which relies on a two-step double-centering transformation, eliminates irrelevant sources of variation. It is fundamentally different from the previously recommended practices in that it does not require the researcher either to (1) throw away the first principal component or (2) arbitrarily select attributes in order to define an affect index which then is used to replace the original simple correlations with partial correlations controlling for the influence of affect captured by the index.

Research Design Effects on the Reliability of Rating Scales: A Meta-Analysis, GILBERT A. CHURCHILL, JR. and J. PAUL PETER, November, 360.
See "Measurement"

Response to Rating Scales: A Theoretical Model and Its Application to the Number of Categories Problem, MOSHE M. GIVON and ZUR SHAPIRA, November, 410.
A stochastic model of response to rating scales, using the beta distribution, is developed and tested against empirical data. The effect of number of items by number of points on the sampling error of a composite scale value estimator is investigated and quantitatively formulated. An application of this formulation to arrive at optimal combinations of number of points and number of items is described.

The Validity of Computer-Controlled Magnitude Scaling to Measure Emotional Impact of Stimuli, BRUNO NEIBECKER, August, 325.
See "Measurement"

SEGMENTATION RESEARCH

Notes on Aggregation Criteria in Market Segmentation, WILLIAM BLOZAN and PAUL PRABHAKER, August, 332.
First, the authors seek to dispel any misunderstanding that standard price discrimination theory prescribes a profit-maximizing aggregation criterion. They argue that Tollefson and Lessig misinterpreted this theory, but prove that the latter authors' unwarranted implication is justified in the case of linear demand functions and constant marginal costs. Second, the authors argue that the "theoretical evidence" presented by Tollefson and Lessig against using elasticities to cluster segments is, in fact, no evidence at all, and that their simulations may be valid only under extreme conditions. Finally, a new theorem is offered which provides some support for using clustering techniques to disaggregate markets.

SOCIAL ISSUES AND PUBLIC POLICY

Ethical Problems of Marketing Researchers, SHELBY D. HUNT, LAWRENCE B. CHONKO, and JAMES B. WILCOX, August, 309.
See "Research Ethics"

STRATEGY AND PLANNING

Effects of Organizational Structure of Marketing Planning on Credibility and Utilization of Plan Output, GEORGE JOHN and JOHN MARTIN, May, 170.
The authors investigate the effects of the organizational structure used for marketing planning on the credibility and utilization of marketing plans. Data on 53 organizations were obtained from multiple respondents in the marketing areas of those organizations. The results indicate that bureaucratized planning structure with formal rules and procedures and departmental specialization can enhance both plan credibility and utilization. However, high centralization of authority affected these variables negatively. The explanatory mechanisms suggested by these results are discussed and managerial implications presented.

Strategic Choice and Marketing Managers: An Examination of Business-Level Marketing Objectives, Marian C. Burke, November, 345.
The author examines the choice of strategic marketing thrust for business units in multiproduct firms. In a survey, 86 managers in six firms provided their perception of several product/market and organizational context factors thought to influence strategic choice. The variables which best differentiated among business units with build, hold, or pull back strategies were the attractiveness of the market, the business unit's relative competitive strength, the level of entry barriers, and the organization reward system's relative emphasis on short-run business unit performance.

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